Vol. 10 No. 1 SPRING 2000

Network News

A News Update For Nintendo Authorized Repair Centers℠

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Website Updates

By Curt Ericson

There has been a slew of updates to the Nintendo Field Service website since our last newsletter. The following updates can be found in the What's New section:

- Pokemon™ Parts Update.
- Bulletin referring to Jungle Green color N64®, updated Parts Lists to include Jungle Green color parts and Game Boy® Color Pokemon™ parts, and corrected part numbers on the Component Quick Reference Lists.
- Game Boy® Color Power Swap.
- N64® Test Cartridge Incompatibility.
- Update on the status of the Pokemon™ Screen Cover Kit, Pokemon™ Screen Cover, and Pokemon™ Battery Cover.
- Added bulletin for Game Boy® Color (Pokemon™), Pokemon™ Screen Cover Kit, Pokemon™ Screen Cover, and Pokemon™ Battery Cover.

For additional updates or to download a copy of the updated part list, point your web browsers to http://service.nintendo.com (do not add www). When prompted for a signon and password, use "nintendo" as the signon and "winter8" as the password (no quotation marks and all lower-case letters). If you run into any problems accessing the site, please contact us at 1-800-447-8373.

Survey Enclosed

By Michael Hughes

Inside this current issue of Network News, you'll find a survey regarding the Internet capabilities of our Servicers. We are curious to know what your Internet capabilities are and if you would be interested in ordering parts electronically. Please complete either the fax contained within Network News or the fax that we will send you. Your participation in this survey is appreciated.

Advertising Fun!

By Lynnette Anderson

The NEW and UPDATED Maintenance Tips From the Pros brochure has arrived!

This tri-fold brochure will educate your customers on the proper handling of their Nintendo product. The front of our brochure showcases Mario™ and some of our systems. Inside you will find a list of tips from the Pros and also some fun cartoons.

Order a few bundles today from the Nintendo Parts Department and include them with each repaired system, 1-800-531-4048.

Part No.:	21919
Cost:	FREE
Quantity:	100 brochures per bundle

Advertising Reminder

By Lynnette Anderson

REMINDER! Your Advertising funds expire March 31, 2000.

For planning purposes, the final deadline is Wednesday, May 31, 2000, for submitting advertising claims for Fiscal Year 2000. Mark your calendars.

All advertising and promotion claims must be submitted to Nintendo Field Service within 60 days after the final run of your advertisement or promotional event. Completion of the Nintendo Advertising and Promotions Claim Form must include the Proof of Cost (paid invoice) and Proof of Performance (copy of ad, radio transcript, etc). The Advertising and Promotions claim form is available on our website, http://service.nintendo.com

SUBMIT YOUR CLAIMS VIA FAX TO (425) 558-7129 OR MAIL TO:

Nintendo of America Inc.
Attn: Lynnette Anderson
PO Box 97081
Redmond WA 98073-9781

NOTE: The Nintendo Field Service Department must pre-approve all advertising and promotional activities to qualify for reimbursement. To obtain approval, submit the final advertising copy or promotional outline to Lynnette. Please allow five (5) business days from the date of receipt at Nintendo for the approval process. If you have any questions, feel free to contact Lynnette at 1-800-447-8373, Monday through Friday.

Servicer Spotlight

By Michael Hughes

Jerry Haley says that "Vision Video Labs, Inc, started business 15 years ago servicing VCRs and stereos as a one-man operation. At that time, our goal was to take our time and provide quality electronic repairs at reasonable costs. Today that motto is still incorporated within all 12 employees and 5 technicians. We also found that taking extra time to listen to our customer's problem, we reduced our recall rate by almost 5%.

“The cost of electronic equipment is decreasing so quickly, the future of electronic repair may seem uncertain. I for one am still struggling with the concept of 'throw away' electronic products. Product service is the way to avoid this. The trick will be to create a balance of profitable repair products, not profitable products, and good customer service while maintaining quality technicians on staff. We are approaching this with a positive 'go get 'em' attitude and I believe we will be around to see it work.

"Customer service is going to become a priceless commodity in our business. Customers want to be heard and listened to. The advice and service we can offer them on today's complex electronic equipment is the lifeblood of our industry. The complexity of today's electronics is at best confusing to most of our customers. It is our responsibility to light the way and take care of them. Customer service is not a department…it's an attitude."

Nintendo is pleased to have Jerry and his staff serving Nintendo customers in his home state of Kansas, and in Colorado, New Mexico, Nebraska, and Oklahoma. Keep up the good work!

Referring Consumers to NOA

By Curt Ericson

Throughout your time as a Nintendo Authorized Repair Center [SM], you have probably encountered a situation where the consumer has been mistakenly referred to you for repair of a Limited Edition product (i.e., Extreme Green Controller and Game Boy Pocket ®). When this happens, you should call Nintendo on behalf of the consumer to set up a Repair Authorization (RA) for the consumer. If the consumer would prefer to do it themselves, please refer him or her to our Consumer Service phone number: 1-800-255-3700. The Field Service number (1-800-447-8373) should be reserved for business-to-business calls. As a Nintendo Authorized Repair Center [SM], you are not reimbursed for repairs of Limited Edition products or for calling on behalf of the consumer.

The reason this reminder is so important is that consumers keep every Nintendo phone number that is given to them by retailers and service providers. What happens is that they can't get through to Consumer Service during the busiest times of the year (winter holiday and summer) so they use the backup numbers. This ties up the phone lines that you use to check on warranty extensions, get questions answered, check on part orders, and resolve claim issues.

Let's all do our part to ensure that the phone lines are kept open for your critical business needs. From our end, we will continue to remind our personnel that they should not be referring consumers to you for repair of Limited Edition products. Thanks!

Duplicate Requests

By Brian Christensen

Please try not to send in duplicate faxes. There are multiple parts entry associates and often the order entry tasks are split among them so sometimes we get duplicate shipments. Call 1-800-531-4048 if you have not received your confirmation fax within 24 hours. If no one is available, leave a message and you will be contacted. Also, Return Authorizations (RA) consolidations would be greatly appreciated. Add as many return items as needed to each faxed Return Authorization.

To ensure that your faxes are processed in a timely manner, write your return fax number legibly. Also double check to make sure your forms have been filled out completely.

Seeing Green….Jungle Green

By Curt Ericson

On November 22, 1999, Nintendo released the first in a series of exciting new colors for the Nintendo 64 Control Deck and Controller: Jungle Green. As a reminder (11/30/99 fax), you are able to order both the Jungle Green Control Deck and Jungle Green Controller for consumer repairs/replacements*.

The other colors in the Funtastic series are scheduled to launch on March 6, 2000. You will receive a fax when additional colors are available for ordering.

Colors shown, from top to bottom: Grape, Watermelon, Fire, Smoke, Jungle Green, Ice.

*Updated parts/price lists are available for downloading at:
http://service.nintendo.com/pricelst/index.html

If you do not have access to the Internet, please contact your Field Service Administrator to request that a copy be faxed to you.

Order Your Authorized Repair Center Denim Shirts Today!

By Lynnette Anderson

Promote your Nintendo Repair Center or reward your employees for their outstanding performance.

Short sleeve and long sleeve denim shirts are now available for you to order.

The shirts are 100% medium-weight cotton and include our Service Mario logo over the pocket. The short sleeve shirt has white stitching while the long sleeve has burnt-orange stitching.

We are excited to offer them to you at this reasonable price:

Short Sleeve:	$18 each
Long Sleeve:	$20 each

You will receive a matching funds check for 50% of your shirt order as long as there is an equal or greater balance left in your matching funds account.

See the order form included in this newsletter. If you have any questions, please contact Lynnette at 1-800-447-8373.

Atomic Purple Controller Orders

By Luther Smith

Effective February 15, 2000, you can place orders for the Atomic Purple Controller for your Power Swap [SM] inventory. You are not required to stock this item and the popular direct-to-consumer option is still available. The part number for this part is 38906. Servicer cost is $21.50; suggested non-warranty cost is $29.95.

Meet Joe Conklin

By Michael Hughes

Nintendo's Field Service Department welcomes Joe Conklin to our team. Joe's official title is Field Service Manager. Joe has been a Nintendo employee for the last ten years working in our Consumer Service and Credit Departments. Joe's previous work experience will bring a fresh perspective, as Joe puts it, "I feel that my financial background coupled with my experiences as a former business owner, gives me an excellent perspective into the issues and challenges that face many of the Service Centers in today's competitive market. I hope to aid the Service Centers in realizing their profit potential from the Nintendo repair business."